

MEDIA DIMENSIONS OF POLITICAL AND LEGAL DISCOURSE

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FEATURES OF PRESENTATION OF POLITICAL AND LEGAL REALITY IN SOCIAL COMMUNICATIONAL SCIENTIFIC DISCOURSE

The article reveals the features of scientific research of communication practices in Ukraine. The author outlines briefly the history of emergence of a new scientific field “social communications”, establishes the concept “social communications”, and characterizes social communications’ approach that compiled the scientific researches within the field. In the article much attention is given to the review of scientific researches on social communications, which represent political and legal realities of Ukraine and Europe.

Key words: social communications, social communications’ approach, political and legal content of scientific researches.

The notion that journalism is the fourth power in the democratic society is no longer new today, being proved by the time. Thus the content of phenomenon, marked by the word “journalism” has changed drastically as a result of technical and scientific development, emergence of social media and social networks, and naturally – various opportunities of mediatization and other manifestations of human being in the national and even global information space. Following the changes in the practical realities of media activities the changes in the science have taken place. It has caused to the rise of new developments, new approaches to qualification of the modern discourse of provision of mass information.

In Ukraine, in the early 2000s the scientific approaches to the study of complex and partly contradictory trends of the modern media discourse were reorganized. It manifested in formation of a new, separate field of knowledge “Social communications”. Unveiling of a new field traces its origin to the Decree of the Cabinet of Ministers of Ukraine dated from December 13, 2006, № 1718 “On amendments to the list of scientific branches, which can be awarded by academic degree”¹ and the Order of the Higher Attestation Commission of Ukraine dated from December 14, 2007, № 67 “On introduction of amendments and additions to the List of professions according to which defending of the thesis for PhD and Doctor degree, conferment of a higher degree and academic status are performed”².

A new scientific field provides the structure formation of research according to 7 scientific specialties: “Theory and History of Social Communications”, “Document studies, Archives studies”, “Book Science, Library Science, Bibliography Science”, “Theory and History of Journalism”, “Applied social and communication technologies” and “Social informatics”. As a result we can talk about seven years of history of scientific researches with new priorities, using a new scientific approach, formation of scientific discourse, approximate to the needs of information industry. During this time 46 doctoral and 300 PhD theses were defended in Ukraine³.

¹ *Постанова про доповнення переліку галузей науки, з яких може бути присуджений науковий ступінь 2006* (втратила чинність) (Кабінет Міністрів України). *Офіційний сайт Верховної Ради України*. <<http://zakon5.rada.gov.ua/laws/show/1718-2006-%D0%BF>>.

² *Наказ про внесення змін і доповнень до Переліку спеціальностей, за якими проводяться захист дисертацій на здобуття наукових ступенів кандидата наук і доктора наук, присудження наукових ступенів і присвоєння вчених звань 2007* (втратив чинність) (Вища атестаційна комісія України). *Офіційний сайт Верховної Ради України*. <<http://zakon5.rada.gov.ua/laws/show/z1398-07>>.

³ *Сайт науково-методичної комісії з журналістики та інформації*. <http://journ.univ.kiev.ua/NMK/?page_id=7>.

The thematic justification of the study is determined by the need to generalize the results of understanding of political and legal conflicts within the scientific meaning, outlining the prospects of development of science and, consequently, dynamics of development of media industry. We should note that the newly formed scientific field provides mostly for implementation of research's results in the teaching and learning process. In other words, the scientific results are reflected in the programs for training of media specialists, in the technologies of formation of expert assessments and methodologies, and thus somehow are being realized in the structural and content criteria of development of media industry.

The objective of the study is representation of general picture of political and legal realities in the science of social communications. The theoretical basis for the study were the works devoted to formation of common approaches to social communicational approach in the science, namely the studies performed in the system of new scientific field and devoted to political and legal aspects of media activity. We used the method of observation and partly generalization in order to attain the objective.

For this study we have analyzed the entire amount of the theses which were defended, the main sample is the content relevance of researches to political and legal aspects. Totally it was analyzed 91 theses, of which 18 theses - for the degree of doctor and 73 theses - for PhD degree. Though the article analyzes in detail only doctoral researches; the PhD thesis are mentioned in passing due to genre requirements to the amount of political and legal discourse. We hope that this will be the subject of a separate study.

Presentation of the main text. In the Ukrainian science it was relevant positioning of a new scientific field, delimitation from related disciplines and development of key approach for formation of a single research methodology. We should note that creation of conditions for content of the new scientific discourse with theories and unambiguous classifications was no less important - in particular, the existence of studies on such subject-matter disciplines as publishing, editing, advertising and public relations within the traditional journalism profession on the basis of philological approach seemed problematic.

It is clear that in such circumstances it was really difficult to reveal the important areas of media development, and partly it was sometimes impossible to implement. It can be noted separately that only emergence of a new scientific field opened possibilities for studies of social engineering, design of information environments and social communications both at the level of theoretical models (basic researches) and as a specific media product and technology (applied aspects). At least one can say with certainty about the lack of institutional form of presentation of these studies of media discourse among the media experts.

In today's scientific discourse in Ukraine social communications is meant "such a system of social interaction, which includes the ways, methods, tools, principles of establishing and maintaining of contacts on the basis of professional and technological activities aimed at development, implementation, organization, improvement, modernization of relationship in the society aroused by the various social institutions where, on the one hand, social communicational institutions and services act often as the initiators of communication, and on the other hand – the organized communities (society, social groups) as full participants of social interaction"¹.

The above understanding was formed on the basis of various scientific concepts, where in our opinion we should high-light the most important works. Thus, according to A.V. Sokolov, social communication is expressed in preserving and disseminating of values. It is interpreted in more wide sense of cultural activities in the process of "practical use of such values", which eventually gives grounds for a scientist to qualify social communication as "a necessary aspect, an integral part of culture, which leads to interdependence: evolution of human culture becomes simultaneously social communicational evolution"².

The scientific definition of the concept "social communication" in Sokolov's interpretation is: "social communication is movement of meanings in social space and time"³. The researcher emphasizes that such a movement is possible only between the subjects that are included into the social sphere, where communicators and recipients should be present.

¹ Різун, В. (2011). *Начерки до методології досліджень соціальних комунікацій*. <http://journalib.univ.kiev.ua/Nacherky_do_metodologiyi.pdf> (2012, April, 03).

² Соколов, А.В. (2002). *Общая теория социальной коммуникации: учебное пособие*. Санкт-Петербург: Изд-во Михайлова В. А., 6.

³ Соколов А. В. (2002). *Общая теория социальной коммуникации: учебное пособие*. Санкт-Петербург: Изд-во Михайлова В. А., 29.

T.M. Dridze examines social communication in terms of cultural development, dynamics of cultural processes: “Social communication is a universal socio-cultural mechanism that focuses on interaction between social actors, reproduction and dynamics of socio-cultural norms and examples of such interaction”¹. It is important to emphasize that in the approach of T.M. Dridze the subject-subjective approach to interpretation of communication is more implemented. At the same time, the focus on cultural progress limits, in our view, scientific understanding of the issues, complicating the qualification of social communications as a separate phenomenon. Using the singular makes talk about linearity of researcher’s approach, emphasizing the role of communication practices in development of culture.

T.Z. Adamians examines social communication from the standpoint of social interaction: “Different kinds of arts, mass communication, as well as other forms and methods of communication, related to social interaction of subjects that communicate, may be classified as social communication”². Separately, we should note that definition of social communication is given in the light of interaction of communication, so the subject-subjective approach in understanding of complex processes of communication interaction is implemented.

Understanding of social communications is the result of protracted discussions in the scientific community, cited above, but only after that when within scientific discourse the criteria of social communication approach was implemented; the structure, methodology and above all - the practical and theoretical orientation of results of scientific research were changed. If previously the philological approach important for media researches provided identification of different qualification parameters of text - from genre correspondence to analysis of its impact potential, then social communicational approach made it possible to represent the real connections between media activities and development of society. The essence of approach is represented through its definition – it is “fixation, monitoring, description, analysis and interpretation of data in the system of concepts of social communicational engineering - or rather, in relation if the object of research has impact on the society which was provided and how the society reacted to the object of impact”³.

Thus, scientific researches are conducted within the approach that is common for the field, providing the emphasis on social significance and new theories and applied results, particularly studied media sphere and concepts, technologies of scientific assessments and identified trends of development of information industry. In particular, we can emphasize the significant political and legal context and define the orientations of scientific concepts of regulating of media environment, social media and social networks.

It should be noted that these data are sufficiently open for further research, the full information on their results and their texts are available in the archives of the Ukrainian Institute of Scientific, Technical and Economic Information (it should be made a special request to get electronic forms of documents)⁴.

Firstly we are going to consider the representation of political and legal information in the studies that solve global scientific problems and represent the new scientific results that are significant for the industry as a whole, and form the basic theoretical foundation of today's stage of development of information industry for individual areas of media activity.

The result of the study is a list of 18 theses, the conclusion parts of which are most relevant to the stated problems: political and legal discourse. The overall structure of representation of political and legal realities in these studies includes three components: *the researches which represent development of media sphere; the researches of political and historical aspects of civil society; the researches of legal aspects of functioning and development of media industry.*

It should be noted that this differentiation is caused primarily by the nature and object of the study investigated by the authors, positioning the results of specified character and statements. We understand that this division is quite relative, however we argue that it reflects the role of the above studies in development of the field, and in these areas it is crucial for the scientific and professional community. It should be also focused on the fact that such generalization in the Ukrainian science of social

¹ Дридзе, Т.М. (1996). Социальная коммуникация как текстовая деятельность в семиосоциопсихологии. *Общественные науки и современность*, 3, 7.

² Адамьянц, Т.З. (2005). *Социальная коммуникация*. Москва: ИС РАН, 5.

³ Різун, В. (2011). Начерки до методології досліджень соціальних комунікацій. <http://journalib.univ.kiev.ua/Nacherky_do_metodologiyi.pdf> (2012, April, 03).

⁴ Сайт Українського інституту науково-технічної та економічної інформації. <<http://www.uiniei.kiev.ua/main.php>>.

communications has not yet been implemented, and therefore the proposed results will be eventually supplemented. We see however the important task to qualify these studies with the positions of chosen investigation sphere.

The group of works that *studies development of media sphere* includes such authors as: M.V. Butyrina, M.H. Zhytariuk, L.M. Khavkina, V.V. Hoian, N.I. Zrazhevskya, V.I. Teremko, D.O. Oltarzhevskiy, T.S. Krainikova (hereafter we refer to the abstracts, as the most available types of research publications for the wide range of researchers, simultaneously in the article it is analyzed the articles, monographs and texts of theses).

In her thesis Maria Butyrina formed the understanding of mass media as environment of creation and functioning of the stereotypes of mass consciousness, herewith we should state that the concept of functioning of stereotypes in the society, suggested by this researcher is noteworthy¹. In the work devoted to research of the place of Ukrainian journalism in the global context Marian Zhytariuk attempted to rethink theoretical models of media activity in view of development of the world information space². The work of Lyubov Khavkina is dedicated to functioning of advertising myths, including political ones in the national information environment; the researcher focuses on those functions of myth that allows it to replace reality and influences on formation of estimates, judgments, behavior, expectations³.

Exploring the components of screen communications Vita Hoian focuses on the legal principles of activity of TV journalist, the standards and principles that define criteria of journalist's success in the democratic society⁴. Nina Zrazhevskya considers phenomenological basis of media culture, causes and factors of its formation⁵. We should note that this work, like the work of Tetiana Krainikova are crucial for contemporary development of media consciousness, for example, it is noteworthy to mark the processes that illustrates development of media literacy and media education in Ukraine (for more detailed information, see here⁶). Vasyl Teremko outlined the prospects of development of publishing industry basing on the inclusion of new technologies caused by social transformations that our society is going through⁷. Dmytro Oltarzhevskiy designed the structure and strategy of development of corporate media, determined the trends of impact of such media on social transformations⁸. Tetiana Krainikova found the directions of formation of the culture of media consumption in Ukraine, outlined the models of response of the society to information in terms of the current stage of social development with a focus on the conditions of development of democratic society⁹.

We should note that the thorough and detailed study of media activity, synthesis of the modern practices of media activity in the context of social and political changes are the specific features for the first group of scientific works; a separate indicator is the emphasis on the legal field, in which the traced common factors and trends can be realized or are being realized.

The second group of researches - *the study of political and historical aspects of development of civil society* - is represented by seven works. The political realities of media functioning in synchronic or diachronic plane are often the object of study for this group of research. Thereat it is analyzed the real political terms, archival documents, the authors focused on those reasons that determined the relevant

¹ Бутиріна, М.В. (2009). *Мас-медіа як середовище створення та функціонування стереотипів масової свідомості*: автореф. дис ... д-ра наук із соціальних комунікацій: 27.00.01. Київ.

² Житарюк, М.Г. (2009). *Українська журналістика як соціокультурна модель: генезис, домінанти у світовому інформаційному контексті*: автореф. дис ... д-ра наук із соціальних комунікацій: 27.00.04. Київ.

³ Хавкіна, Л.М. (2010). *Український рекламний міф: шляхи творення, основні компоненти та особливості функціонування*: автореф. дис ... д-ра наук із соціальних комунікацій: 27.00.06. Київ.

⁴ Гоян, В.В. (2012). *Телебачення як вид журналістської творчості: візуально-вербальні компоненти екранної комунікації*: автореф. дис ... д-ра наук із соціальних комунікацій: 27.00.01. Київ.

⁵ Зразевська, Н.І. (2012). *Феномен медіакультури у сфері соціальних комунікацій*: автореф. дис ... д-ра наук із соціальних комунікацій: 27.00.01. Київ.

⁶ Академія Української Преси. <<http://www.aup.com.ua/?cat=education&subcat=history>>.

⁷ Теремко, В.І. (2013). *Видавничі стратегії в умовах суспільних трансформацій*: автореф. дис ... д-ра наук із соціальних комунікацій: 27.00.05. Київ.

⁸ Олтаржевський, Д.О. (2014). *Корпоративні медіа як інструмент соціальних комунікацій*: автореф. дис ... д-ра наук із соціальних комунікацій: 27.00.06. Київ.

⁹ Крайнікова, Т.С. (2015). *Культура медіаспоживання в Україні: актуальний стан і механізм формування*: автореф. дис... д-ра наук із соціальних комунікацій: 27.00.01. Київ.

processes or reasons of today's political or legal dimension. These are the works of O.V. Bohuslavskyi, I.Z. Pavliuk, S.V. Kravchenko, L.V. Snitsarchuk, S.V. Demchenko, Y.V. Kolisnyk, I.S. Parymskyi.

Oleh Bohuslavskyi examined the national patriotic discussion, which was conducted in the press of the Ukrainian interwar emigration in Europe in 1919-1939. In this work it was traced not only special aspects of formation of scientific idea, important for the Ukrainian history, but also the elements of ideological positioning of the Ukrainians in the system of European world perception¹. Ihor Pavliuk revealed the full content of press of the western part of Ukraine, traced the ideological and political content determinants, focused on the trends of integration of the national information space into the European media discourse². Svitlana Kravchenko devoted her work to the study of Ukrainian-Polish dialogue in the context of national ideas, movements and transformations of the 20-30th years of the XX century³. Lidia Snitsarchuk revealed the political and legal criteria of functioning, trends of development of the Ukrainian press of Halychyna in 1919-1939⁴. Serhii Demchenko described the role of mass communication in conditions of development of civil society, established political and legal factors which because of being highlighted in the media, influenced on development of the Ukrainian society⁵. Yurii Kolisnyk traced the peculiarities of development of periodicals of the Soviet Ukraine in the 50-80th years of XX century, focusing on those trends of democracy, intention to freedom of expression, which are relevant to today's Ukrainian journalism⁶. Ihor Parymskyi continues this theme in his study, but he used different materials taking into consideration of the current realities and causes of their formation⁷.

In whole the special features of the works of this group are penetration into the historical conditions of any studied realities, the emphasis on trends, reasons that determine the today's reality of political and cultural of life, development of media sphere.

The third group amounts the least number of works - *the study of legal aspects of functioning and development of media industry* - the reason of it is perhaps that the purely legal aspects of media activity are the subject of investigation of completely different scientific field. At the same time it is necessary to emphasize that some features of professional activity - including compliance with laws, ethical standards, and most importantly - professional standards - are vital for the effective media system in the country. The thesis of O.V. Chekmyshev, L.H. Ponomarenko, N.M. Hrytsiuta can be included into this group.

Oleksandr Chekmyshev is known in Ukraine as one of the initiators of penetration of the western standards of information activities into the scientific sphere and the programs of media specialists training. In his work he justifies the procedures and methodology of implementation of the research of professional environment, conceptualizes the models of professional activity that correlate with the standards adopted in Europe and the USA⁸. Liudmyla Ponomarenko studied the features of representation of moral concepts in media discourse, defined the dynamics and trends of formation of moral categories in media discourse⁹.

¹ Богуславський, О.В. (2008). *Преса міжвоєнної української еміграції в Європі 1919-1939 рр.: національно-патріотична дискусія*: автореф. дис ... д-ра наук із соціальних комунікацій: 27.00.04. Київ.

² Павлюк, І.З. (2009). *Українськомовна легальна преса Волині, Полісся, Холмичини та Підляшшя 1917-2000 років як структурна частина загальнонаціонального інформаційного простору*: автореф. дис ... д-ра наук із соціальних комунікацій: 27.00.04. Київ.

³ Кравченко, С.І. (2010). *Періодичні видання Польщі 20-30-х років ХХ століття у світлі суспільно-культурних процесів міжвоєнної доби: літературна комунікація, польсько-український діалог*: автореф. дис ... д-ра наук із соціальних комунікацій: 27.00.04. Київ.

⁴ Сніцарчук, Л.В. (2010). *Українська преса Галичини (1919-1939 рр.): політико-правові умови функціонування, тенденції розвитку, організаційно-журналістська практика*: автореф. дис ... д-ра наук із соціальних комунікацій: 27.00.04. Київ.

⁵ Демченко, С.В. (2011). *Масова комунікація у процесі розбудови громадянського суспільства: історія, теорія, українські реалії*: автореф. дис ... д-ра наук із соціальних комунікацій: 27.00.01. Київ.

⁶ Колісник, Ю.В. (2013). *Журнальна періодика УРСР (1950-1980 рр.) у формуванні суспільної свідомості*: автореф. дис ... д-ра наук із соціальних комунікацій: 27.00.04. Київ.

⁷ Паримський, І.С. (2013). *Національна преса – суспільна домінанта інформаційного простору демократичної держави*: автореф. дис ... д-ра наук із соціальних комунікацій: 27.00.01. Київ.

⁸ Чекишишев, О.В. (2012). *Моніторинг ЗМІ в системі соціальних комунікацій: історико-теоретичний та прагматичний аспект*: автореф. дис ... д-ра наук із соціальних комунікацій: 27.00.01. Київ.

⁹ Пономаренко, Л.Г. (2012). *Морально-етичний дискурс мас-медіа початку ХХІ ст.*: автореф. дис ... д-ра наук із соціальних комунікацій: 27.00.04. Запоріжжя.

Nataliia Hrytsiuta studied the ethics of advertising, the researcher focused on the models of professional activities that were not regulated by the laws, with an emphasis on the fact that violation of such rules may have complex social consequences.

In general, it should be noted that the standards of activities and media ethics dominate within this group of researches. The reason for this is in incompatibility of regulatory field of law and morality or professional standards that are generally representative for media industry. This is because the media activity is always oriented on formation of public opinion, implementation of impact potential, support or conversely, refutation of state policy and ideology that are dictated by the political forces.

A degree of social development. All this leads to a rise of ethical issues, issues of professional standards and definition of socially reasonable guidelines. The important thing in this key is focusing on the activities of civil society organizations that can act as the regulators, for example, the Commission on journalistic ethics in the structure of the National Union of Journalists of Ukraine¹.

It is worth noting about the study of political and legal realities in the thesis on social communications. It increases because of the number of groups, as along with the research of national media products, the thesis on the press of England, Italy, the United States, Spain etc., were defended where not only the national content, but representation of the Ukrainian problems in the foreign media were analyzed.

There is a separate group of works, where the mechanisms of implementation of public relations in the realities of Ukrainian political discourse are worked out, the problem of institutionalization of communications forms of power activity were identified etc. These results will become eventually the subject of a separate study.

Conclusions. The result of the study is the conclusion that over a third of doctoral researches in the newly established scientific field cover the problems of political and legal field, which is not surprising in the view of the current role of mass media.

The analysis of partial manifestations of the specified field in applied research and fundamental developments of narrower topics seems to be promising, as the results which were received, the trends which were revealed and the future directions of development of information industry require deeper understanding in the context of Ukraine's accession into the European media, political and legal space.

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- Nakaz pro vnesennja zmin i dopovnen' do Pereliku special'nostej, za jakimi provodjat'sja zakhist disertacij na zdobuttja naukovikh stupeniv kandidata nauk i doktora nauk, prisudzhennja naukovikh stupeniv i prisvoiennja*

¹ Положення про Комісію з журналістської етики. *Національна спілка журналістів України*. <<http://nsju.org/page/205>>.

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